



WEWS

ORDER

Print Date 09/19/12

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Flight Dates **09/19/12-09/27/12**

Contract / Revision **311362 /**

Original Date / Revision
09/18/12 09/18/12

Advertiser **American Crossroads**

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Product

11-American Crossroads 9.19-9.27.

Agency Com 15%

Billing Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1017**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
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Daniel Baylog	100%		
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Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	36	\$44,922.50	\$52,850.00	0.00
Totals	36	\$44,922.50	\$52,850.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/27/12	36	\$44,922.50	\$52,850.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/21/12	09/21/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	----F--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	----F--					1	\$350.00		0.00			
N 2	WEWS	09/19/12	09/20/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	--11---	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **311362** Flight Dates **09/19/12-09/27/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **11-American Crossroads 9.** Estimate # **1017**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/19/12	09/20/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-- 11---	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-- 11---					2	\$850.00		0.00			
N 3	WEWS	09/24/12	09/27/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	1111---	:30	4	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	1-----					1	\$900.00		0.00			
Week:		09/25/12	10/01/12	- 111--					3	\$900.00		0.00			
N 4	WEWS	09/19/12	09/21/12	M-F 12pm News 12-1230p News	CM	12-12:30p	-- 111--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-- 111--					3	\$900.00		0.00			
N 5	WEWS	09/24/12	09/27/12	M-F 12pm News 12-1230p News	CM	12-12:30p	1111---	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	1-----					1	\$1,000.00		0.00			
Week:		09/25/12	10/01/12	- 111--					3	\$1,000.00		0.00			
N 6	WEWS	09/19/12	09/21/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-- 111--	:30	3	\$1,800.00	P-1	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-- 111--					3	\$1,800.00		0.00			
N 7	WEWS	09/24/12	09/27/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	1111---	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	1-----					1	\$2,000.00		0.00			
Week:		09/25/12	10/01/12	- 111--					3	\$2,000.00		0.00			
N 8	WEWS	09/22/12	09/22/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S-					1	\$1,100.00		0.00			
N 9	WEWS	09/23/12	09/23/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-----S					1	\$1,200.00		0.00			
N 10	WEWS	09/20/12	09/21/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	--- 11--	:30	2	\$2,400.00	P-1	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	--- 11--					2	\$2,400.00		0.00			
N 11	WEWS	09/23/12	09/23/12	SA-SU 11-1135P Late News SU 11-1135P Late News	CM	11-1135p	----- 1	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	----- 1					1	\$2,700.00		0.00			
N 12	WEWS	09/24/12	09/26/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	111----	:30	3	\$2,700.00	P-2	0.00	NM	3	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	1-----					1	\$2,700.00		0.00			
Week:		09/25/12	10/01/12	- 11----					2	\$2,700.00		0.00			
N 13	WEWS	09/19/12	09/21/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	-- 111--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	-- 111--					3	\$1,200.00		0.00			



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Advertiser **American Crossroads** Product **11-American Crossroads 9.** Estimate # **1017**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WEWS	09/19/12	09/21/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	-- 111--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
N 14	WEWS	09/24/12	09/27/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	1111---	:30	4	\$1,400.00	P-1	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/18/12		09/18/12	09/24/12	1-----	1		\$1,400.00		0.00						
Week: 09/25/12		09/25/12	10/01/12	- 111--	3		\$1,400.00		0.00						
Totals														36	\$52,850.00